

COMMUNITY ECONOMIC DEVELOPMENT:
**PARTNERSHIPS
FOR CED PROJECTS**



Division of Community Discretionary Programs
Office of Community Services

Agenda & Introductions



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Corporation for a Skilled Workforce



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Community Based Job Creation Partnerships

US Department of HHS CED Prospective Grantee Webinar

Michael DiRamio, Corporation for a Skilled Workforce

May 1, 2014



CSW's Mission & Work

- Increasing economic opportunity and sustainable prosperity for people, companies, and communities
- Helping states, regions, and communities re-imagine policies and investments that support work and learning in the 21st century
- Engaging in public policy research, development, and technical assistance in the areas of education, economic, and workforce development



Community-Based Job Creation

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Outcomes

Prosperity

Equity

Good jobs

Environmental stewardship

Community Pillars

Buildings



Higher efficiency standards for building codes; efficient deconstruction, clean up, and new construction.

Transportation



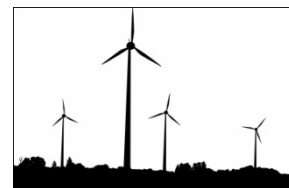
Incentives for mass transit construction and operations; incentives for energy storage technology and fuel efficient cars.

Food



Incentives for local food systems and sustainable farming.

Energy



Renewable portfolio standard that leads the nation; low carbon fuel standard; energy feed-in tariff.

Manufacturing



Local production capacity and supply chain.

Actions

Enable it.

Organize communities to drive market demand.

Build it.

Target emerging sectors that are ripe for development.

Support it.

Employ economic gardening and microenterprise development.

Supply it.

Enable local talent engagement and development.

Sustain it.

Align efforts to achieve collective impact in the community.

Targeting Your Economic Development Efforts

- What are the unmet community needs?
- What are the skill sets in the community that you can build upon? Transferable skills?
- Availability of training for that industry?
- Where are EDC and business support organizations focused?



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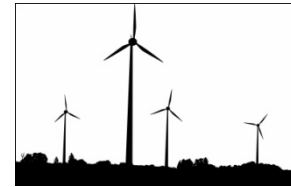
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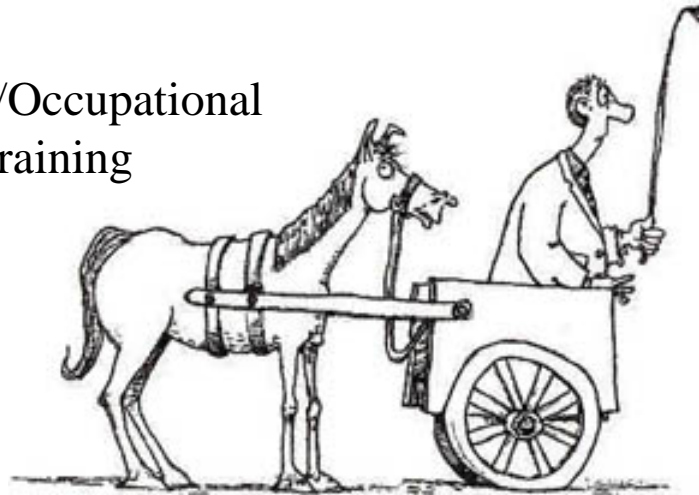
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Employability/Occupational
Skills Training



Job Placement
Assistance



A Chance to Succeed

What skills do I need?

How do I know I will be good at it?

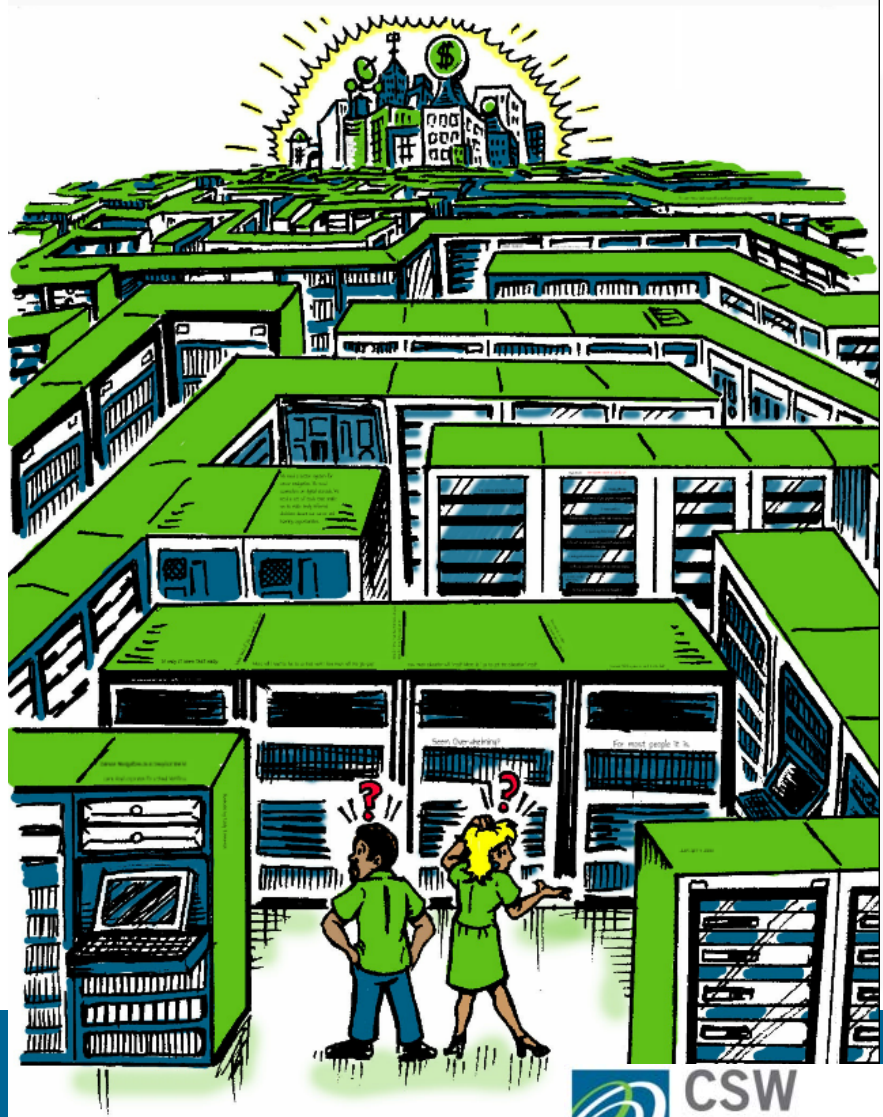
Will I be able to work and go back to school?

Where can I go to get the training I need?

How can I get to job interviews?

Who will take care of my kids?

Where do I start?

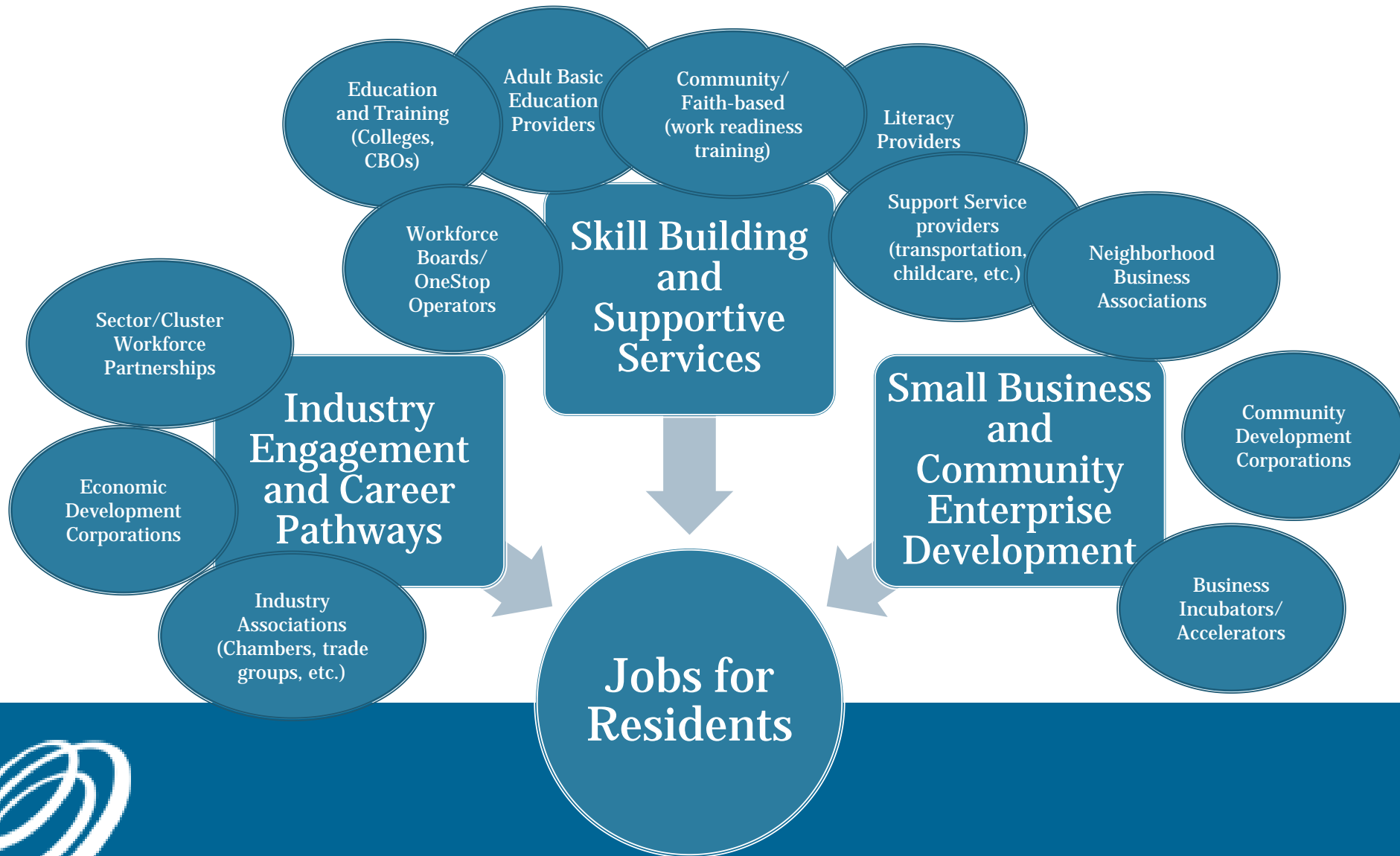


What CDCs Can Do

- 1. Reach out to potential local workforce partner agencies**
- 2. Identify aligned interests**
- 3. Partner on grants/initiatives**
4. Help convene/catalyze new partnerships around jobs and skills
5. Raise the issue with funders
6. Get involved in advocacy around funding for job training programs
7. Support community benefits tied to development and ensure workforce stakeholders are involved



Outreach: Connecting with Your Local Workforce Resources



Outreach: Identify Aligned Interests

1. What is the value that they can bring to your project?
2. Are you clear what you bring to the table?
3. Does your program target a specific population of interest to the potential partner?
4. Are they interested in job placements for their participants?!



Checklist: 15 Ways to Work Better with your LWIB and One-Stops

1. Find out who the One-Stop program manager is, and set up a conversation.
2. Create relationships with the top leadership at the One-Stop, the decision makers.
3. Get someone who understands the system and has established relationships with decision makers to help connect and guide you through the process.
4. Know who is on your local Workforce Investment Board, and any connections Board members may have to your program's interests.
5. Request a slot on the meeting agenda of the next full WIB board meeting to present your grant's goals, the opportunities, and *what's in it for them*.
6. Align your goals with that of the One-Stop Career Center and their vision.
7. Understand that both you and the One-Stop need to gain credit for outcomes. Look at your and their performance outcomes and figure out how to make it work.
8. Become relevant to the One-Stop, for example have an "in" with employers, have ways to enhance their programs, and leverage resources.



Checklist: 15 Ways to Work Better with your LWIB and One-Stops

9. Early on, write the One-Stop into the project contract with a defined role and funding. This helps to leverage your ask(s) of them.
10. Align your pitch with the region's goals and speak to that, just as you would do if delivering an employer pitch- speak to their needs.
11. Be flexible and responsive.
12. Know the right person(s) to speak with for specific needs or challenges along the way.
13. Be persistent and follow up.
14. Don't promise something you can't deliver.
15. If the jobseekers at the One-Stop are not ready for the training your program is offering (i.e. they need remedial education first), don't give up. Work with the One Stop to create the right remedial education and pathway into your training. This is an important part of a longer term relationship that benefits jobseekers.



Select Grant Partners

From wherever someone is starting...

CONTINUUM OF PARTICIPANT SUPPORT

RECRUITMENT ► ASSESSMENT ► TRAINING ► CAREER COACHING ► JOB PLACEMENT ► RETENTION

ONGOING AND DYNAMIC: CASE MANAGEMENT, CUSTOMIZED LIFE SUPPORTS



Workforce Pipeline: Example Roles

Who	What
Employers and Employer Associations	Identify needs & drive strategy
Economic Development	Support industry & community
Community Development Corporations	Facilitate neighborhood business engagement with workforce, education and social service providers
Workforce Development	Connect resources & formulate solutions
Education	Provide training
Organized Labor	Articulate employees' needs & provide solutions
Social Services & CBOs	Articulate workers' needs & provide support services



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ONGOING AND DYNAMIC: CASE MANAGEMENT, CUSTOMIZED LIFE SUPPORTS

RECRUITMENT	ASSESSMENT	TRAINING	CAREER COACHING	JOB PLACEMENT	RETENTION
Partner with Faith-Based Organization	Multiple Types of Assessment	Soft Skills (including Life Skills)	Occurs During Training	Job Developer Specialists on staff	Post-Employment Services
Partner with Gov't Agencies like One-Stop	Screen for Math and Literacy only	Sector Skills (including Green Skills)	Occurs Within Job Placement Activities; Before or After Graduation	Partner with Staffing Agencies	Begins at Orientation in Explaining Job Duties to Ensure Fit
Other Partner Organizations	Screen for Occupational Fit	Basic Skills (including Literacy)	Occurs During Orientation; Before Training and Graduation	Job Fairs/Graduations with Employers	Job Club/Alum Network
Referrals from Graduates	Screen for Work-Ready Willingness	Hard and Soft Skills Combination	Offered to Graduates Even After Job Placement	Intensive Use of Social Networking by Participants	Relationship with Employer to Discuss Retention of Placed Graduates
Working with OneStops	Requirements Posted on Flier/Website; Before Orientation	Contextualized Learning	Career Fairs	Job Boards	Placed Graduates/Members of Job Club
Micro Location-Specific (Barbershops, Laundromats)	During Orientation/ Before Training Starts	Stair-Stepped Certificates Offered	Online Resources in General	Openings Secured through Job Developer	Relationship with Case Manager, Job Developer or Faculty
Fliers	During Training	Courses at College/College Credit	Job Developer or Case Manager	Partner Organizations	Other
Online - Website, Listservs, Facebook, etc.	Other	Employer-Driven Curricula	Other	Other	



For More Info/Support

Go to www.skilledwork.org

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How to Build a Strong Partnership

1. Friendships Matter and Relationships Count.
 - a. Get Involved in Your Service Area.
2. How is Your Reputation?
 - a. Are you Known for Doing What You Say You Will Do?
3. Aramingo Crossings – A Partnership that Worked.

Aramingo Crossings

Aramingo Avenue at Butler St. and Wheatsheaf Lane



Construction started 2007

Former Location of
Tioga Pipe and April
Warehousing



Stores Opened 2010

\$45 Million Invested

Over 600 Community Jobs



Bank



Excavation Began in 2007: Wolfson Group



Groundbreaking 2008: Lowes



New Retail Opened: 2010

- Lowes
- Chick-fil-A
- Sonic



Spring 2012: Walmart Opened



Spring 2012: Retail in-line Stores



Spring 2012: Financial Institution Search Pad Site Began Construction



TD Bank Opened March, 2014



Aramingo Crossings Fully Leased March 2014



Aramingo Crossings Summary

- \$45 Million of Investment Dollars / Over 600 Community Jobs
- Retail Sales Volume Over \$100 Million per Year



Aramingo Avenue Shopping District is a Cleaner, Safer Shopping Destination and has Assisted Hundreds of Low-Income Neighborhood Residents Gain Access to Employment.



Collaboration Through Relationships

Aramingo Rail Transfer: September 2010

Proposed: Truck to Rail Solid Waste Transfer Facility at 2580 Church St.

Groups United in Opposition:

Aramingo Business Association

Bridesburg CDC

Bridesburg Civic Association

City of Philadelphia 6th Council District

Impact Services Corporation

Northeast Building Products

Port Richmond Civic Association



Demonstrating Your Partnerships

- Written and signed agreements documenting relationships with project partners should:
 - Provide clear roles for each partner in the project
 - Outline explicit strategies for collaborations
 - Identify the specific contribution of the partner
 - Include signatures of all parties
 - Include duration of agreement
 - Records and reporting requirements (if applicable)
 - Remuneration (if applicable)

Demonstrating Your Partnerships

- Agreements are usually in the form of:
 - Memorandums of Understanding
 - Letters of commitment
 - Loan agreements
 - Equity investment agreements
- Include the actual agreement in your application!

Demonstrating Your Partnerships

- Agreements should incorporate program requirements.
 - Positions will be filled by low-income individuals. Prospective hires will be recruited and verified as eligible under the program.
 - Strategies are in place for the retaining low-income individuals in the newly created positions.
 - Detailed records will be kept documenting grant expenditures and positions created and filled.
- Utilize existing partnerships

Questions

